

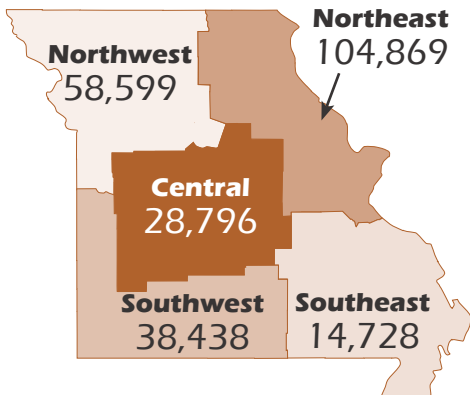


# Tourism Little Book 2005

# Tourism at Work for Missouri

- 📌 For every **\$1 the state of Missouri** spends on marketing tourism, **\$58 is returned** in tourism expenditures.
- 📌 There were **\$8.10 billion** in sales from the 17 tourism-related SIC codes in FY04, up more than 4.32 percent from FY03.
- 📌 The **total economic impact** due to travel in Missouri in FY04 was **a record \$13.4 billion**, up 12.3 percent from FY03.
- 📌 State tax revenues from tourism totaled **\$627 million** in FY04.
- 📌 In FY04 Missouri hosted **a record 37.7 million domestic visitors**.
- 📌 Tourism-related industries **employ 245,430 Missourians – one of every 14 employed persons** in the state.
- 📌 Tourism is one of the **major revenue-producing** industries in the state.

# Tourism-Related Employment

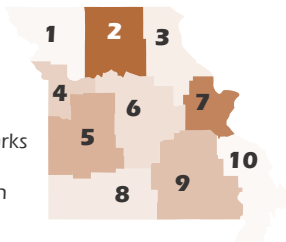


**TOTAL 245,430**

Missourians employed  
in tourism industries

# Cooperative Marketing Matching Funds Program

1. Pony Express
2. Chariton Valley
3. Mark Twain
4. Kansas City
5. Osage Lakes
6. Lake of the Ozarks
7. St. Louis
8. Ozark Mountain
9. Ozark Heritage
10. River Heritage



After a decade of matching local nonprofit destination marketing organizations dollar for dollar for the implementation of approved tourism marketing projects, the Cooperative Marketing Program continues to promote the development and implementation of superior tourism marketing initiatives. Approved projects are designed to attract overnight visitors to Missouri destinations with emphasis placed on out-of-state media advertising that aligns with MDT marketing strategies.

As a performance-based marketing program, this model of state and community partnerships strives for excellence through ongoing tracking

## Cooperative Marketing Program

and outcome measurement requirements that have been carefully built into the program. The division, with advice and direction from the Missouri Tourism Commission and an active industry advisory committee, administers the Cooperative Marketing Program. This valuable partnership is just one more approach to lead Missouri in becoming one of America's most memorable tourist destinations.

### PERFORMANCE-BASED MARKETING

#### Projects Incorporate:

- 📌 Goals, strategies, milestones and outcome measures
- 📌 Comprehensive project tracking and reporting
- 📌 In-depth end-of-project summary reporting

### MARKETING CATEGORIES

- 📌 **Leisure Travel Marketing** – As one of the three original marketing categories first available in FY95, this category is open to a variety of marketing activities designed to entice leisure travelers to individual Missouri destinations. Funding is allocated by regions.

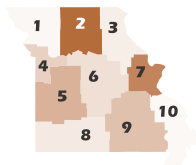
## Cooperative Marketing Program

- 📌 **Convention Marketing** – This is a category developed for a variety of marketing activities designed to attract conventions, meetings, and sporting events that do not typically meet in Missouri.
- 📌 **Statewide Marketing** – A variety of marketing activities may be proposed by a statewide Destination Marketing Organization targeting the leisure traveler.
- 📌 **Small Project Marketing** – This category is designed especially for projects of a limited scope and duration with a leisure travel focus. This is the only category with two six-month marketing periods each year.
- 📌 **Brochure Program** – The production and printing of tourism brochures may be funded in this category.
- 📌 **Destination Advertising** – Qualified Destination Marketing Organizations may place media advertising, which targets the leisure traveler, in approved markets and media.

# Cooperative Marketing Program

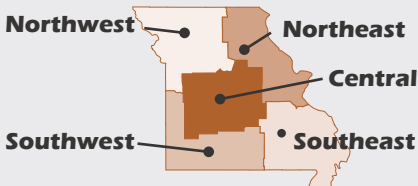
## Matching Funds by Region

	Region	State Funds Awarded FY04	State Funds Awarded FY95-04
	Statewide .....	\$19,880 .....	\$423,277
1.	Pony Express .....	\$93,955 .....	\$930,924
2.	Chariton Valley .....	\$5,369 .....	\$65,018
3.	Mark Twain .....	\$61,097 .....	\$475,577
4.	Kansas City .....	\$555,787 .....	\$3,371,469
5.	Osage Lakes .....	\$43,583 .....	\$434,391
6.	Lake Of The Ozarks .....	\$537,183 .....	\$3,311,327
7.	St. Louis .....	\$577,803 .....	\$4,221,882
8.	Ozark Mountain .....	\$1,103,680 .....	\$6,291,625
9.	Ozark Heritage .....	\$18,543 .....	\$233,641
10.	River Heritage .....	\$31,449 .....	\$482,225
STATE DOLLARS.....		\$3,048,329 ...	\$20,241,356
COMBINED WITH LOCAL MATCH			
		.....	\$6,096,658 ... \$40,482,712



For FY04, in the leisure travel marketing category, a minimum of \$73,000 was available in each of the 10 regions for approved marketing projects.

# FY04 Tourism Spending and County Revenues



## Northwest



### County

**Total  
Expenditures  
on 17  
Tourism-related  
SIC codes**

**Total State Tax  
Revenues from  
Tourism  
Expenditures**

Andrew .....	\$14,967,747 .....	\$1,159,473
Atchison .....	\$7,454,977 .....	\$577,498
Buchanan .....	\$117,134,855 .....	\$9,073,827
Caldwell .....	\$1,648,972 .....	\$127,737
Carroll .....	\$4,455,183 .....	\$345,120
Cass .....	\$71,886,403 .....	\$5,568,665
Chariton .....	\$2,256,802 .....	\$174,823
Clay .....	\$285,631,679 .....	\$22,126,398
Clinton .....	\$9,282,741 .....	\$719,086
Daviess .....	\$2,421,322 .....	\$187,567



## FY04 Tourism Spending and County Revenues


### Northwest



County	Total Expenditures on 17 Tourism-related SIC codes	Total State Tax Revenues from Tourism Expenditures
DeKalb .....	\$12,806,685.....	\$992,067
Gentry .....	\$1,835,820.....	\$142,211
Grundy .....	\$6,045,893.....	\$468,344
Harrison .....	\$9,032,455.....	\$699,697
Holt .....	\$3,021,565.....	\$234,065
Howard .....	\$3,709,825.....	\$287,381
Jackson .....	\$1,247,705,504.....	\$96,653,246
Lafayette .....	\$25,149,950.....	\$1,948,236
Linn .....	\$6,853,906.....	\$530,936
Livingston .....	\$15,801,792.....	\$1,224,083
Mercer .....	\$1,234,813.....	\$95,655
Nodaway .....	\$17,430,162.....	\$1,350,224
Platte .....	\$173,341,135.....	\$13,427,835
Putnam .....	\$1,038,390.....	\$80,439
Ray .....	\$8,015,019.....	\$620,882
Saline .....	\$14,318,457.....	\$1,109,176
Sullivan .....	\$2,706,470.....	\$209,656
Worth .....	\$633,067.....	\$49,040

**REGION TOTALS ... \$2,067,821,589.....\$160,183,367**

## FY04 Tourism Spending and County Revenues

Northeast	Total Expenditures on 17 Tourism-related SIC codes	Total State Tax Revenues from Tourism Expenditures
 County		
Adair .....	\$24,518,414.....	\$1,899,314
Audrain .....	\$14,009,805.....	\$1,085,267
Clark .....	\$1,241,569.....	\$96,178
Franklin .....	\$81,494,868.....	\$6,312,983
Gasconade .....	\$9,814,004.....	\$760,240
Jefferson .....	\$154,151,042.....	\$11,941,278
Knox .....	\$835,721.....	\$64,739
Lewis .....	\$2,431,301.....	\$188,340
Lincoln .....	\$25,591,778.....	\$1,982,462
Macon .....	\$12,933,240.....	\$1,001,871
Marion .....	\$31,613,992.....	\$2,448,971
Monroe .....	\$4,330,146.....	\$335,434
Montgomery .....	\$6,584,851.....	\$510,094
Pike .....	\$8,135,801.....	\$630,238
Ralls .....	\$6,219,897.....	\$481,823
Randolph .....	\$16,112,259.....	\$1,248,133
Schuyler .....	\$786,477.....	\$60,924
Scotland .....	\$1,984,251.....	\$153,710
Shelby .....	\$1,431,982.....	\$110,928
St Charles .....	\$394,736,012.....	\$30,578,142

## FY04 Tourism Spending and County Revenues

### Northeast



County

Total Expenditures on 17 Tourism-related SIC codes	Total State Tax Revenues from Tourism Expenditures
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St Louis .....	\$1,779,727,724.....	\$137,866,235
Warren .....	\$19,068,122.....	\$1,477,108
St. Louis City .....	\$764,660,386.....	\$59,234,257

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REGION TOTALS ... \$3,362,413,642.....\$260,468,669

### Central




County

Total Expenditures on 17 Tourism-related SIC codes	Total State Tax Revenues from Tourism Expenditures
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Benton .....	\$12,562,823.....	\$973,176
Boone .....	\$230,577,699.....	\$17,861,653
Callaway .....	\$33,053,806.....	\$2,560,506
Camden .....	\$142,178,556.....	\$11,013,832
Cedar .....	\$7,908,308.....	\$612,615
Cole .....	\$94,472,452.....	\$7,318,289
Cooper .....	\$13,061,132.....	\$1,011,778

## FY04 Tourism Spending and County Revenues

<div> <div>Central</div>  <div>County</div> </div>	Total Expenditures on 17 Tourism-related SIC codes	Total State Tax Revenues from Tourism Expenditures
Dade .....	\$1,988,095.....	\$154,007
Dallas .....	\$9,589,007.....	\$742,810
Henry .....	\$20,023,717.....	\$1,551,133
Hickory .....	\$2,873,227.....	\$222,574
Johnson .....	\$41,526,677.....	\$3,216,855
Laclede .....	\$32,815,667.....	\$2,542,059
Maries .....	\$2,861,308.....	\$221,651
Miller .....	\$30,279,129.....	\$2,345,566
Moniteau .....	\$5,354,036.....	\$414,749
Morgan .....	\$16,152,910.....	\$1,251,282
Osage .....	\$3,976,855.....	\$308,066
Pettis .....	\$48,820,401.....	\$3,781,862
Phelps .....	\$49,723,394.....	\$3,851,812
Polk .....	\$17,359,698.....	\$1,344,765
Pulaski .....	\$45,715,394.....	\$3,541,333
St Clair .....	\$3,762,273 .....	\$291,444
<hr/>		
REGION TOTALS .....	\$866,636,564.....	\$67,133,817

## FY04 Tourism Spending and County Revenues

### Southwest



### County

### Total Expenditures on 17 Tourism-related SIC codes

### Total State Tax Revenues from Tourism Expenditures

Barry .....	\$28,832,329.....	\$2,233,490
Barton .....	\$8,107,345.....	\$628,034
Bates .....	\$14,416,522.....	\$1,116,773
Christian .....	\$43,513,993.....	\$3,370,802
Douglas .....	\$4,757,710.....	\$368,555
Greene .....	\$413,760,469.....	\$32,051,868
Howell .....	\$33,363,904.....	\$2,584,528
Jasper .....	\$129,683,615.....	\$10,045,914
Lawrence .....	\$23,094,779.....	\$1,789,032
McDonald .....	\$6,487,003.....	\$502,514
Newton .....	\$68,434,399.....	\$5,301,256
Ozark .....	\$5,141,381.....	\$398,276
Stone .....	\$118,810,916.....	\$9,203,663
Taney .....	\$408,433,860.....	\$31,639,243
Texas .....	\$11,057,549.....	\$856,571
Vernon .....	\$12,490,282.....	\$967,557
Webster .....	\$17,563,569.....	\$1,360,558
Wright .....	\$8,703,945.....	\$674,249

**REGION TOTALS ... \$1,356,653,570.....\$105,092,883**

## FY04 Tourism Spending and County Revenues

### Southeast



### County

### Total Expenditures on 17 Tourism-related SIC codes

### Total State Tax Revenues from Tourism Expenditures

<b>Bollinger</b> .....	\$2,947,185.....	\$228,303
<b>Butler</b> .....	\$49,137,163.....	\$3,806,400
<b>Cape Girardeau</b> .....	\$114,223,195.....	\$8,848,276
<b>Carter</b> .....	\$4,467,421 .....	\$346,068
<b>Crawford</b> .....	\$18,278,862.....	\$1,415,968
<b>Dent</b> .....	\$9,118,755.....	\$706,382
<b>Dunklin</b> .....	\$19,877,475.....	\$1,539,804
<b>Iron</b> .....	\$4,272,277 .....	\$330,951
<b>Madison</b> .....	\$5,973,249.....	\$462,716
<b>Mississippi</b> .....	\$8,431,511 .....	\$653,145
<b>New Madrid</b> .....	\$17,268,559.....	\$1,337,705
<b>Oregon</b> .....	\$4,536,079.....	\$351,386
<b>Pemiscot</b> .....	\$9,797,413.....	\$758,955
<b>Perry</b> .....	\$17,155,182.....	\$1,328,923
<b>Reynolds</b> .....	\$3,432,157 .....	\$265,871
<b>Ripley</b> .....	\$5,151,467 .....	\$399,057
<b>St Francois</b> .....	\$60,854,916.....	\$4,714,113
<b>Ste Genevieve</b> .....	\$9,590,155.....	\$742,899
<b>Scott</b> .....	\$37,431,695.....	\$2,899,638

## FY04 Tourism Spending and County Revenues

### Southeast



#### County

**Total  
Expenditures  
on 17  
Tourism-related  
SIC codes**

**Total State Tax  
Revenues from  
Tourism  
Expenditures**

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Shannon .....	\$3,836,793.....	\$297,216
Stoddard .....	\$24,032,501.....	\$1,861,673
Washington .....	\$8,365,477.....	\$648,030
Wayne .....	\$6,217,552.....	\$481,641

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**REGION TOTALS ..... \$444,397,039.....\$34,425,120**

**GRAND TOTAL..... \$8,097,922,404.....\$627,303,856**

# The Tourism Story

Leading Missouri in becoming one of America's most memorable tourist destinations

-  In 1967, the 74th General Assembly created the Missouri Tourism Commission.
-  The Missouri Division of Tourism (MDT) operates under the direction of the Missouri Tourism Commission.
-  The commission consists of 10 members:
  - The lieutenant governor;
  - Two senators of different political parties, appointed by the president pro tem;
  - Two representatives of different parties, appointed by the speaker of the House;
  - Five governor appointees that may include, but are not limited to, persons engaged in tourism-oriented enterprises. No more than three are of the same political party.
-  Commissioners are appointed for staggered, four-year terms and receive no compensation.
-  The commission elects a chairman who calls a minimum of four meetings each year.



- The MDT budget is contained within the Department of Economic Development's annual submittal to the governor and the General Assembly for their approval.
- The tourism commission employs a director qualified by education, experience in public administration and background in the use of news media and advertising mediums. The director employs a professional staff.
- In 1997, the new state logo and slogan, "Where the rivers run," was created to promote Missouri's river heritage.
- MDT's primary goal is to increase tourism expenditures in the state.
  - This objective is achieved through outcome-based, research-supported and measured marketing programs.

# Budget History

Missouri's tourism funding formula often is recognized as a model for the nation. Other states, including Colorado, Iowa, Kansas, Maryland, Minnesota, Montana, Nebraska, North Carolina, Ohio, Rhode Island and Wisconsin have studied, adopted or are considering implementing funding plans patterned after Missouri's.

Conceived by industry members, the formula has allowed the Division of Tourism to fund itself from growth in the industry while reducing the division's need for traditional General Revenue Fund appropriations. Since this performance-based funding mechanism went into effect on July 1, 1994, the division's budget increased from slightly more than \$6 million per year to a high of \$17,817,811 in FY04.

Known as the Tourism Supplemental Revenue Fund (TSRF), the budget formula works by identifying sales tax revenue generated by businesses that serve travelers. A percentage of the growth in sales tax revenue from businesses that fall within 17 tourism-related Standard Industry Classification (SIC) codes is used to determine the growth in the TSRF. The formula also allows for 3 percent inflation each year. Once the 3 percent

threshold is reached, one-half of the additional growth is used to determine the funding. The fund cannot grow by more than \$3 million in any one year.

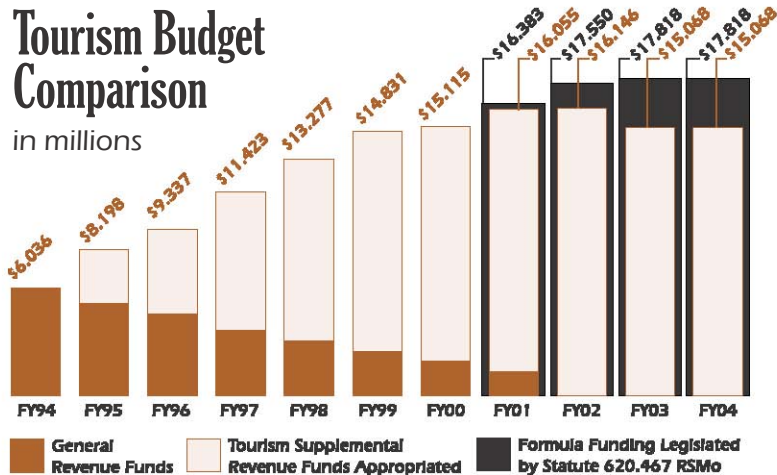
In addition, a provision in the law requires that the original FY94 General Revenue core be systematically eliminated by FY04. These reductions were accelerated such that the division was funded 100 percent through the TSRF in FY02, two years earlier than mandated.

In 1998 and 2002, the General Assembly passed legislation to enhance the original state law. One of the outcomes was to extend the sunset clause to June 2010.

Increases in the TSRF appropriation allow for additional investment in tourism marketing and promotion. Through this performance-based budget, the division expanded its marketing message to new audiences while offering a cooperative matching funds program to local tourism organizations. This places Missouri in a better position to raise awareness of travel opportunities within our state and compete with neighboring states for traveler expenditures.

# Tourism Budget Comparison

in millions



Cover photo by Scott Myers, MoDNR

**For More Information, Contact**

**Missouri Association of  
Convention and Visitor  
Bureaus (MACVB)**

(816) 233-6688

**Missouri Travel Council**

(573) 636-2814

**Missouri Attractions  
Association**

(417) 334-0160

